



City of Santa Barbara, Parks and Recreation Department



CONCERTS IN THE PARK SPONSORSHIP

A Santa Barbara tradition for more than 12 years....free summer concerts in beautiful Chase Palm Park! This is one of the most popular series of events in which your company may participate as a sponsor. A popular lineup of performers attract up to 5,000 concert goers each week.

Imagine the exposure! Seven concerts will be held starting Thursday, June 28- August 16th, 2012. There are a variety of sponsorship options available for your company to align itself with one of the most popular family-oriented series of events held in the City of Santa Barbara.

All sponsorships/ donations are tax deductible through the Parks and Recreation Community Foundation (PARC) a 501(c)(3) non-profit organization. Call (805) 897-1946 for more information on how your company can partner with the City of Santa Barbara, Parks and Recreation Department.



City of Santa Barbara Concerts in the Parks 2012 Sponsorship Opportunities and Benefits

Sponsor Benefits	Presenting Sponsor	Concert Sponsor	Official Hotel Sponsor	Series Sponsor
Company banners displayed	Three for entire season	Two for entire season, logo and company name on sponsor banner	One banner displayed at all concerts, logo on main sponsor banner	Logo and company name on sponsor banner
Reserved seating area	Reserved seating for up to 15 people during all concerts	Reserved seating for up to 10 people during sponsored concert	No	No
Onstage presence during nightly welcome speech as desired	Every Concert of Series	On night of sponsored concert	None	None
Acknowledgement of company during nightly welcome speech	Every Concert of Series	On night of sponsored concert	On nights that hotel rooms are provided	Opening and closing concerts
Recognition in all Concerts in the Parks materials	Yes	Yes	Yes	No
Recognition at televised Park and Recreation Commission Meeting	Yes, with opportunity to address the Commission	Yes	Yes	Yes
Acknowledgement of company on Parks and Recreation Department website	Yes, with link to your website	Yes, with logo only	Yes, with logo only	No
Acknowledgement of company on Concerts in the Parks webpage	Yes	Yes	Yes	Yes
Acknowledgement of company on Concerts in the Parks Facebook Fan Site	Yes	Yes	Yes	No
Use of picnic area at Chase Palm Park during one night	Yes, or Casa Las Palmas facility on site.	Yes	Yes	No
Recognition in news releases relating to sponsored show	All concerts	Sponsored concert	Yes	No
On-site sampling/ booth opportunity	All concerts	On night of sponsored concert	No	No
Sponsorship Cost (per year)	\$15,000	\$5,000	\$2,500	\$1,000